

## **Historic, Archive Document**

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62.31

**1927**  
**Price List**

**WHOLESALE PLANTS**

**Bedding Stock**  
**Pot Plants**



**DEEMER FLORAL CO.**

**Member of F. T. D.**  
**BOWLING GREEN, KY.**

## Caution!

Do not put off until tomorrow that order which should be placed today. Too often, customers are badly disappointed by waiting until certain varieties are sold out—thus receiving only a partially filled order.

To insure good service on Rooted Cuttings, it is very necessary to place your order in advance. This, again, often saves the disappointment of a half-filled order.

Chrysanthemum orders should be booked at once upon receipt of this price list. Do not wait until the rush of late spring comes on. Make your reservations now.

**DEEMER FLORAL COMPANY**

## **OUR SPECIALTY**

### **Rooted Cuttings and 2 1-4 Inch Pot Plants**

**We Grow These in Immense Quantities and Can  
Make Prompt Shipments.**

## **NOTICE**

We will make every effort to have a good supply of Rooted Cuttings of all varieties every day throughout the season and make every shipment as promptly as possible. It often happens during the busy season that orders come in very rapidly, and the supply of certain varieties is all sold before another lot is quite ready. For that reason orders for Rooted Cuttings should be sent in several days before cuttings are wanted.

## **OUR GUARANTEE**

We guarantee all cuttings, plants, and bulbs we send out to be in a growing condition and properly packed as light as possible to secure safety, but we give no warranty, expressed or implied, as to description, quality, productiveness, of any seeds, bulbs or plants we send out and we will not be in any way responsible for the crop.

## **TERMS--CASH WITH ORDER**

Our prices are as low as good, clean plants can be sold. The only way that we can maintain these low prices is to adhere strictly to the rule of CASH WITH ORDER. Goods desired C. O. D. must be accompanied by one-fourth value remittance with order to guarantee acceptance.

**DEEMER FLORAL CO.**

**Ageratum**

**Stella Gurney**—Best standard variety; 10 to 12 inches high, compact and bushy.

	Per 100	Per 1000
Rooted Cuttings .....	\$1.00	\$ 9.00
2 ¼ inch .....	3.00	28.00

**Fraseri**—*A splendid new variety which flowers freely—a solid mass of blue dwarf habit.*

Rooted Cuttings .....	2.00	.....
2 ¼ inch .....	4.00	.....

**Alternantheras**

Bright foliage plants of dwarf habit. Used extensively for edging and design bedding.

**Aurea Nana**—Bright yellow foliage, standard variety.

2 ¼ inch .....	3.00	28.00
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**Paronychiodes**—Orange red to crimson; a desirable dwarf variety.

2 ¼ inch .....	3.00	28.00
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**Alyssum**

A very useful little plant, for design work, filling boxes, baskets and lining outdoor beds.

**Double Giant**—Best variety.

Rooted Cuttings .....	1.50	14.00
2 ¼ inch .....	3.00	28.00

**Asparagus**

Every florist has a corner which can be used to advantage for growing greens.

**Plumosus**—Primarily a decorative green, but should be carried in small pots for making up fern dishes, window boxes, and plant baskets.

2 ¼ inch .....	5.00	48.00
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**Sprengeri**—A long pendant growth, for many purposes superior to plumosus.

2 ¼ inch .....	4.00	38.00
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**Begonias****SMALL FLOWERING OR BEDDING SORTS**

These beautiful plants bloom all year around, fine for pot plants at Xmas, or good bedding stock.

**Chatelaine**—Supreme.

2 ¼ inch .....	5.00	48.00
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**Luminosa**—Red.

2 ¼ inch .....	5.00	48.00
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**Prima Donna**—Good soft pink.

2 ¼ inch .....	5.00	48.00
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**LARGE, FANCY LEAF TYPES**

Easy to root, a paying crop for the small florist.

**Pres. Carnot**—Large, brownish leaves, with bright carmine flowers, in clusters.

2 ¼ inch .....	8.00	75.00
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**Otto Hacker**—Great clusters of coral-red flowers, large green pointed leaf.

2 ¼ inch .....	8.00	75.00
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**Thurstonii**—Large glossy green leaf, reddish underneath, flowers pink cluster.

2 ¼ inch .....	8.00	75.00
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**Mad De Lesseps**—Foliage a beautiful green with large white flower.

2 ¼ inch .....	8.00	75.00
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**Argentea Guttata**—Bronze foliage, silver spotted, with creamy white flowers.

2 ¼ inch .....	8.00	75.00
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**Corallina de Lucerne**—A wonderful new fancy leaf-type—rich green leaf spotted white and reddish bronze underneath—beautiful red flower—a choice plant.

2 ¼ inch .....	12.00	.....
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## Chrysanthemums

The varieties listed below are arranged in sequence as to blooming time. We grow only standard or commercial varieties which appeal to both the large and small grower. Dates given are based on plantings made in May, June, and July. Naturally, the heat of summer in different localities will alter the time of date of bud. Approximations only can be given.

The Mistletoes can be held through into January by securing late cuttings. This is decidedly profitable when the shortage of flowers after Xmas is considered.

### WHITE

	Date of Bud	Per 100	Per 1000
<b>Smiths Advance</b> — A large flower, which takes preference over all early whites. Blooms Sept. 15.	Aug. 5		
Rooted Cuttings .....		\$3.00	\$30.00
2 ¼ inch .....		4.00	38.00
<b>Estelle or Polly Rose</b> — A solid flower, easy to grow, popular with the trade. Blooms Oct. 5-10.	July 15		
Rooted Cuttings .....		3.00	30.00
2 ¼ inch .....		4.00	38.00
<b>October Frost</b> — A very popular early white — large spreading bloom. Blooms Oct. 15.	Aug. 10		
Rooted Cuttings .....		3.00	30.00
2 ¼ inch .....		4.00	38.00
<b>Oconto</b> — Early mid-season, a white Japanese incurved — rigid stem, Blooms Oct. 25.	Aug. 25		
Rooted Cuttings .....		3.00	30.00
2 ¼ inch .....		4.00	38.00
<b>Betsy Ross</b> — A good producer of perfect blooms, incurved form and pure color—not confined to a definite date. Blooms Nov. 5.	Aug. 25		
Rooted Cuttings .....		3.00	30.00
2 ¼ inch .....		4.00	38.00
<b>Chas. Rager</b> — Incurving form flower much like Bonnaillon — foliage perfect. One of the best for commercial growers. Blooms. Nov. 15.	Aug. 20		
Rooted Cuttings .....		3.00	30.00
2 ¼ inch .....		4.00	38.00

**Lynwood Hall** — A late white, noted for its purity of color. Blooms November 15.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

**December Gem** — Large spherical in form—strong stem, uniform in growth. Blooms Dec. 1.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

**Mistletoe** — A commercial variety—best late—can be held until Xmas. Blooms Dec. 5-30.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

### YELLOW

**Golden Queen** — First fine yellow, incurved form, grows double from any bud. Blooms Sept. 15 to Oct. 1.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

**Tiger** — A Standard for the average grower—wide range in planting date. Blooms Oct. 10.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

**Chrysolora** — A choice October bloom, beautiful color and heavy foliage, considered by many the best early yellow. Blooms Oct. 15.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

**Sun Glow** — A bright clear yellow, incurved variety. Blooms Oct. 20.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

**Richmond** — A decided favorite of mid-season for commercial growers. Its points are good color, stem and perfect form. Blooms Oct. 20 to Nov. 5.

Rooted Cuttings .....	3.00	30.00
2 ¼ inch .....	4.00	38.00

# Chrysanthemums

(CONTINUED)

	Date of Bud	Per 100	Per 1000		Date of Bud	Per 100	Per 1000
<b>Whittier</b> — Incurved, Sept. 10 solid bloom—holds well for shipping. Take ter- minal bud. Blooms Nov. 10-15.				<b>Early Rose</b> —Rose pink Aug. 20 shade which takes well with the trade—incurved form. Blooms Oct. 10-20.			
Rooted Cuttings .....	3.00	30.00		Rooted Cuttings .....	3.00	30.00	
2 ¼ inch .....	4.00	38.00		2 ¼ inch .....	4.00	38.00	
<b>Celebration</b> — A good, Sept. 10 deep yellow sport from yellow Eaton. Whittier and Celebration rank in late season as do Chryso- lora and Tiger in early season. Blooms Nov. 5- 25.				<b>Pink Chieftain</b> —A glo- Aug. 30 bular incurved bloom, full and round—stem and foliage above criti- cism. Grows well under varied conditions. Blooms Nov. 1.			
Rooted Cuttings .....	3.00	30.00		Rooted Cuttings .....	3.00	30.00	
2 ¼ inch .....	4.00	38.00		2 ¼ inch .....	4.00	38.00	
<b>Golden Mistletoe</b> —The Sept. 30 commercial growers' late favorite—can be held until Xmas. Fills the bill until winter crops come in strong. Blooms Dec. 5-30.				<b>Vermont</b> — A bright Aug. 15 shade of pink. Large, showy, perfect flower. Blooms Nov. 1-10.			
Rooted Cuttings .....	3.00	30.00		Rooted Cuttings .....	3.00	30.00	
2 ¼ inch .....	4.00	38.00		2 ¼ inch .....	4.00	38.00	
<b>Bronze Mistletoe</b> — A sport of Golden Mistletoe with a good color vary- ing from yellow to deep bronze. Xmas and after.				<b>Rose Perfection</b> —An, Sept. 10 improvement on its par- ent Chieftain. Good col- or, and keeps well. Blooms Nov. 5.			
Rooted Cuttings .....	3.00	30.00		Rooted Cuttings .....	3.00	30.00	
2 ¼ inch .....	4.00	38.00		2 ¼ inch .....	4.00	38.00	
<b>PINK</b>				<b>Thanksgiving Pink</b> — Sept. 15 Very popular late pink, rich dark color, uniform in size—take terminal bud. Blooms Nov. 15.			
<b>Unaka</b> — Holds first Aug. 5 rank in early pinks—long stem, good foilage, in curved bloom. Blooms Oct. 1-10.				Rooted Cuttings .....	3.00	30.00	
Rooted Cuttings .....	3.00	30.00		2 ¼ inch .....	4.00	38.00	
2 ¼ inch .....	4.00	38.00		<b>Mrs. E. A. Seidewitz</b> — Sept. 5 For a late November pink, nothing better could be desired; laven- der shade, strong stem, good foliage. Blooms Nov. 25-Dec. 1.			
<b>Angelo</b> — Can be Aug. 5 grown as a pompon or large type by dis- budding. Beautiful light pink, full and round. Blooms Oct. 10.				Rooted Cuttings .....	3.00	30.00	
Rooted Cuttings .....	3.00	30.00		2 ¼ inch .....	4.00	38.00	
2 1-4 inch .....	4.00	38.00					



	Date of Bud	Per 100	Per 1000		Per 100	Per 1000
<b>Pink Mistletoe—</b>	Oct. 15			<b>Xmas Gold—</b> A December yellow, bright and clean—deservedly popular. Button type. Blooms Dec. 5-25.		
<i>A wonderful new Xmas Chrysanthemum in a beautiful pink shade, which will prove to be your greatest investment. This variety is strong, healthy and can be held in bloom for a month past Xmas. A life saver between Holidays and early spring.</i>						
Rooted Cuttings .....		3.00	30.00	<b>PINK</b>		
2 ¼ inch .....		4.00	38.00	<b>Edina—</b> Rose Pink—best early pink for commercial use. Blooms Oct. 15.		

## Pompons

Commercial growers are noticeably favoring the Pompon variety more each year. They fill many orders on the florist's list—bunches for the table, funeral designs, and general decorative purposes. The cut flower can be moderately priced and yield a good financial return.

Rooted Cuttings .....	\$3.00	\$30.00
2 ¼ inch .....	4.00	38.00

### WHITE

**Irene—**Good early white flowers 1 ¼ inches in diameter. Blooms Oct. 20.

**White Doty—**A sport from Lillian Doty—large flowered on long stems—best early white. Blooms Oct. 20-Nov. 10.

**Helen Newberry —** Possibly the best and also the latest of white pompons. Unsurpassed for cut sprays. Blooms Nov. 15-25.

### YELLOW

**Zora—**An Early yellow—good quality with large sprays. Blooms Oct. 15-20.

**Golden Climax—**Very free and long stemmed—good for small grower. Blooms Nov. 1-20.

**Baby Button—**An excellent yellow, button type—good commercial variety. Blooms Nov. 15.

**Hilda Canning—**Small flower, very attractive bronze. Blooms Nov. 15.

**Frank Wilcox—**(Mrs. Frank Beu)—A splendid Thanksgiving bronze-red—pleases all growers. Blooms Nov. 30.

**Xmas Gold—**A December yellow, bright and clean—deservedly popular. Button type. Blooms Dec. 5-25.

### PINK

**Edina—**Rose Pink—best early pink for commercial use. Blooms Oct. 15.

**Lillian Doty—**The pink par excellence—large flower, and a good producer—early. Blooms Nov. 1.

**Leota—**Form of a feverfew, good habit and stem. Blooms Nov. 1

**Little Gem—**As the name implies—a beautiful small pink flower—a good seller. Blooms Nov. 5.

**Western Beauty—**Deep rose pink—flower good size—the best late pink. Blooms Nov. 10-25.

## Anemones

**Mrs. Wm. Buckingham—**Rose-pink shade—very popular single type — rather large flower. Blooms Oct. 25.

**John A. Stuart—**A single bronze—good standard variety. Blooms Nov. 1.

**Izola—**A beautiful pink color, may be grown either as pot plant or for cutting sprays. Blooms Nov. 15.

## Coleus

Rooted Cuttings .....	\$1.50	\$14.00
2 ¼ inch .....	3.00	28.00

**Beckwith Gem—**A red border with a maroon center, edged in green—one of the best.

**Golden Bedder—**As name implies a beautiful golden color—old variety—none better.

**Verschaffelti —**The standard crimson coleus.

**Firebrand—**Bright maroon color.

	Per 100	Per 1000
<b>Firebrand Sport</b> —Variegated maroon and light green. A strong plant of definite color.		
<b>Queen Victoria</b> —Cardinal red with golden border.		
<b>Trailing Queen</b> —Fringed leaf, pink to crimson, especially well adapted for window boxes, etc.		
<b>Yellow Trailing Queen</b> —White and green with yellow border—a beautiful plant.		
<b>Pink Verchaffelti</b> —Green scalloped edge.		
<b>Lyons</b> —A beautiful yellow with delicate markings, a fine bedding plant.		
<b>Lord Palmerston</b> —A popular bedding variety, with velvet, maroon center with dark crimson variation.		
<b>Rainbow</b> —As name implies, a beautiful variegated coleus of brightest colors—do not fail to include this strong grower in your list.		
<b>Verdant</b> —A new coleus of mixed green and white. Very pleasing to blend with plants of any color.		
<b>Flamingo</b> —A deep shaded leaf, maroon in center, changing to rose pink in outer leaf.		
<b>2 1/4 inch</b> ..... \$5.00 \$48.00		

Feverfew

<b>Little Gem</b> —The very best variety for commercial growing—dwarf in form, 10 to 15 inches high and a perfect mass of blooms.		
<b>2 1/4 inch</b> ..... \$5.00 \$48.00		

Fuchsias

A well-known variety of plants which should be used more extensively. They make splendid pot plants and do well when planted out in partially shaded positions.		
<b>Six Best Varieties Assorted—</b>		
Rooted Cuttings .....	2.00	18.00
2 1/4 inch .....	4.00	38.00

Geraniums

Possibly the most important of all bedding plants. Our stock is all grown indoors, where it can be properly watered and kept free from disease. Hence, you are assured good strong plants, selected and uniform.		
<b>Alphonse Ricard</b> —A beautiful double variety of bright vermilion shade; large tresses borne on long stems above a beautiful foliage.		
2 1/4 inch .....	\$5.00	\$48.00
<b>S. A. Nutt</b> —The darkest and richest red geranium grown today. Clean and healthy habit—a favorite as pot plants and bedding stock.		
2 1/4 inch .....	5.00	48.00
<b>Beaute Poitevine</b> —A general favorite and considered by florists to be the best of semi-double geraniums of salmon color. Its beautiful pink shades into white.		
2 1/4 inch .....	5.00	48.00
<b>Mrs. E. G. Hill</b> —A good soft light salmon of the single variety, exceptionally strong and vigorous—good bedder and pot stock.		
2 1/4 inch .....	5.00	48.00
<b>Barney</b> —Fine dark pink—double and extra good bloomer—part of every florists' geranium list.		
2 1/4 inch .....	5.00	48.00
<b>Mme. Buchner</b> —A large flowering white geranium which has given excellent results as a bedder or pot plant—bushy and free bloomer.		
2 1/4 inch .....	5.00	48.00
<b>Ivy Geraniums</b>		
<b>Rycroft's Surprise</b> —The most popular of the type—clear rose pink in color.		
2 1/4 inch .....	\$6.00	\$55.00
<b>Garden's Glory — Scarlet bright.</b>		
2 1/4 inch .....	6.00	55.00
<b>Chas. Turner</b> —Deep pink.		
2 1/4 inch .....	6.00	55.00

## Heliotrope

Per 100      Per 1000

The fragrant heliotrope is a general favorite for growing as bedding plants or indoors as pot plants. For colors and sweet-scented flowers, the heliotrope is unsurpassed.

Rooted Cuttings .....	\$2.00	\$18.00
2 ¼ inch .....	4.00	38.00

**Dennison**—Deep blue with white eye—considered by many to have no equal in fragrance and large flower trusses.

**Mad Bruent**—Purple shade.

**Larne**—Light blue.

**Centefluer**— *The giant heliotrope—rich deep violet blue with white eye—very desirable variety—good for cut flowers.*

Rooted Cuttings .....	3.00	.....
2 ¼ inch .....	5.00	.....

## Impatiens Sultani

If you handle bedding stock, there is a call for Impatiens to fill shady places around homes with a mass of blooms.

**Red, Orange, Dark Pink, Salmon.**

Rooted Cuttings .....	\$1.50	\$14.00
2 ¼ inch .....	3.00	28.00

## English Ivy

Ours is the true large leaf variety—a beautiful vine for covering walls, pillars, etc.

Rooted Cuttings .....	\$2.00	\$18.00
2 ¼ inch .....	4.00	38.00

## German or Parlor Ivy

A fast growing climber, splendid for hanging baskets and window boxes.

Rooted Cuttings .....	\$1.50	\$14.00
2 ¼ inch .....	3.00	28.00

## Lantanas

These plants will never be out of date for bedding stock—do well in hot sun and dry season outdoors. There is a fine selection in the following varieties:

**Jacob Schultz**—Bright golden yellow, which changes to orange-red.

**Jarvis**—Cream.

**Biencourt**—Pink.

**M. Schmidt**—Red, orange and yellow—very popular.

**Leo Dex**—Red and orange variegated.

**Francine**—Dwarf pink.

**Weeping**—A beautiful drooping plant for baskets, etc. Produces large clusters of delicate lilac and rose pink flowers.

2 ¼ inch .....	\$5.00	\$48.00
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## Moonvine

(*Ipomoea Grandiflora*)

The showiest of all climbers, growing rapidly and producing large flowers in abundance.

**White Grandiflora; Blue.**

2 ¼ inch .....	\$5.00	\$48.00
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## Petunias

The most satisfactory of all annuals for bedding, window boxes and baskets. They flower early and last all summer. There is nothing so bright and cheerful as a bed of petunias.

### SINGLE FLOWER

**Rosy Morn**—Brilliant rose colored shade with white throat—the leader of all dwarf petunias.

2 ¼ inch .....	\$3.00	\$28.00
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**Balcony Rose**—Rose pink semi-trailing habit, with mass of blooms.

2 ¼ inch .....	3.00	28.00
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**Balcony Blue**—Rich, velvet color—fine for window boxes.

2 ¼ inch .....	3.00	28.00
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**Balcony White.**

2 ¼ inch .....	3.00	28.00
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**Howard Star**—Beautiful free flowering red, marked by a bluish white star in center—very popular.

2 ¼ inch .....	3.00	28.00
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**Giant of California**—Strong plants producing large ruffled flowers—all desirable colors.

2 ¼ inch .....	3.00	28.00
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**DOUBLE FLOWER****Lavender**—Purple Vein.**White**—**Vesuvius**—Purple.**Artus**—White and purple.**Victoria**—White and pink.

2 1/4 inch ..... \$5.00 \$48.00

**Poinsettias**

Prepare at once for your Xmas stock of this ever popular plant by placing your order now for July delivery. A 2 1/4 inch plant will make a beautiful pot as December comes again.

2 1/4 inch ..... \$8.00 .....

**Salvia**

The most gorgeous and effective of bedding stock. Its showy scarlet spikes are welcome on lawns, in beds, or boxes.

**Bonfire**—Compact, two feet in height.

Rooted Cuttings ..... \$1.50 \$14.00

2 1/4 inch ..... 3.00 30.00

**America**—*This wonderful new Salvia will take favor over all dwarf varieties—free branching, producing a mass of scarlet spikes continuously during the summer.*

Rooted Cuttings ..... 2.00 .....

2 1/4 inch ..... 4.00 .....

**Snapdragon**

There is no question about the commercial possibilities of this beautiful plant. Always in demand as cut flowers and especially between Xmas and Easter. One of the best crops to follow Chrysanthemums. Our varieties are selected from the best seed and the plants are healthy, ready to bench.

**Philadelphia Pink**—**Yellow**—**Helen**—**White Rock**—

Rooted Cuttings ..... \$2.00 \$18.00

2 1/4 inch ..... 5.00 48.00

**Thunbergi****(Black Eyed Susan)**

Per Per  
100 1000

The very best of showy climbers, good for porch boxes or baskets. Flowers white, cream, yellow and orange, each with a black eyed center. A general favorite.

2 1/4 inch ..... \$4.00 \$38.00

**Vinca Vine**

**Vinca Major Variegata** — A drooping vine of beautiful foliage which the florist seldom buys in sufficient quantities for the trade. No blooming plants in boxes or baskets are complete without vinca. A fern is doubled in value when dressed up with long hangers of vinca.

2 1/4 inch ..... \$4.00 \$38.00

**Verbena**

Verbenas are as popular as ever for bedding stock. We offer you a fine selection taken from the best strains. Sales are always good and our stock large.

**Red, Dark Pink, Light Pink, White**

Rooted Cuttings ..... \$2.00 \$18.00

2 1/4 inch ..... 4.00 38.00

**Wandering Jew****(Tradescantia)**

A common but exceedingly useful plant for box or basket decoration. Every florist needs Wandering Jew to liven up the edge of the show benches and general decorative purposes.

**Tricolor**—Purple, scarlet and white.

**White and Green**—Striped.

Rooted Cuttings ..... \$1.25 \$12.00

2 1/4 inch ..... 3.00 28.00



